

The technologies and performance inherited faithfully from the high-end models, “VIDA-prima” outperforms its price.

Revives music even with inexpensive MM cartridge, and well-thumbed MC cartridge costing less than \$300USD.

Aurorasound was established in 2012 by **Mr. Shinobu Karaki** who worked for Texas instruments Japan. The company is specialized in developing state of the art amplifiers and electronics equipment.

Aurorasound insists on quality of parts and circuit design in order to warrant the highest performance for its product, resulting in earning market recognitions and share. The first model was a Phono Equalizer Amp “VIDA”. With the state of the art semiconductor technology coupled with LCR-type network design, it gained popularity and fame.

Highly reliable parts and performance value
In 2017 “VIDA-Supreme” a high-end phono equalizer amp having 4 channel inputs was introduced to the market making a highly publicized model. “VIDA-prima” succeeds the technology and performance of 2 other high-end models, yet achieved rather reasonable and favorable price.

According to Aurorasound, the equalizer circuit employs unique design that combines the benefits of both NF-type and CR-type; the NF-type produces super musical nuance for high frequency range, and the CR-type for delicate, yet powerful low range. The merits are derived from these two factors, delivering ultra-high performance, a lot more value than its price.

This model uses the latest semiconductors of Linear Technology and Texas Instruments, film capacitors from German WIMA, Japanese electrolytic capacitors and registers, having the highest quality and reliability. This demonstrates Aurorasound’s fastidious philosophy for its brand.

To achieve low noise in the power supply section, it employs toroidal transformer, Schottky barrier diode, FINEMET beads from Hitachi Metals.

The orange-colored Mute SW is maintained, succeeding the previous models. With this switch, there is no need to turn off the power, nor reducing the volume at the time of cartridge changes. In addition, annoying noise caused at the time of cartridge down/up operation, landing and lifting on/from the disk surface, can be avoided. This feature is highly appreciated by music lovers.

The housing is rather compact in design; however, it is robust with a combination of aluminum panel and 1.2mm thick steel metal. The wooden case, which produces appealing impression, is manufactured by a furniture studio in Shizuoka Prefecture. Again, this is an indicative of Aurorasound’s consistent design philosophy.

The input terminal accommodates MM/MC switching, impedance selection of MC High (>15ohm)/Low (<14ohm), High/MC64dB, Low/MM40dB switching for various types of cartridges.

Realized incredibly high Cost vs Performance
The first listening was done using a heavy-weight one-sided-press record “I got rhythm variations”, which is packed with 4-disks generously. This piece is a 45RPM album, hence dynamic and frequency ranges are higher and wider than that of standard LP; however, this model “VIDA-prima” fully imprinted all the merits this album contained.

The difference of sound volume was obvious between ensemble and piano solo. The piano's single note attack was lucid, and speedy phrase had right amount of inflection with vivid reproduction. In addition, the sound was transparent without any cloudiness even for fine lingering sound.

The timpani's powerful attacking sound took a smooth rise, planting the feeling of sufficient headroom capacity. Also, the contrabass' resonance confirmed clear and vivid low frequency with high definition. The total frequency range is well balanced, and each musical instrument sounded very natural. It was indeed a pleasure to hear the freshness even from the 59-year old recordings.

Without any pre-knowledge, a listener would think this model's price would be more than double of its retail tag.

Black Orpheus, a 45RPM album, a wide range was well maintained, producing vast amount of information which was close to an analog master recording. It reminded me of my listening experience in a recording studio's mixing room. The wood bass and kick-drum's center of gravity was low, yet it did not interfere with its damping.

"Neither One of Us" has analog-like natural sound quality which was pleasing. Gladys Knight's singing the parting title song very expressively delivered melancholies with vivid reality. Also, the back chorus' tactfulness and strings were beautifully pronounced.

It was a pleasant surprise that even an inexpensive MM cartridge and well-thumbed MC cartridge from the 70th, costing less than \$300USD, revived music attractively. While the price trend on analog component is up swing; however, "VIDA-prima" unbelievably out performs its price, or cost performance is extremely high.

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